



WEEKLY REVIEW

Magnificent Work by Sales Force

Albert with \$3,000; Greenhalgh \$1,600; Osmun \$850; Meyer \$830; K. H. Gerlach \$800 and many other splendid reports help largely in splendid showing for week.

Prize Contest Creates Great Enthusiasm
Many Report the Necessary Average to Win Grips

The Weekly Review



Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

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T W O

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100% INCREASE OVER CORRESPONDING WEEK LAST YEAR

Wonderful Work in Field Keeps Up--Sales Force Enthusiastic Over Contest Now On.

Reports Received to Date Show That Many Salesmen are Going at a Clip That Will Win Prizes.

Isn't it remarkable how one gets accustomed to things? Mr. Barklow at convention had the temerity to suggest 100% increase, and while no one said very much about it, we venture to say that a good many thought a whole lot. Mr. Gerlach looked for 50% increase and that seemed setting the mark pretty high, but since the first of January we have been going along maintaining an increase of nearly 100%, and we are now so accustomed to talking 100% increase, here at headquarters that we can say it without turning a hair.

We all expect great things of the G.-B. Co., but of course it can hardly be expected that we will keep this increase up indefinitely, nevertheless at the clip we are going it ought to be maintained at least for some time to come if not the whole year, and it is all up to you boys in the field.

The contest for personal grips now on is certainly stirring up things, and if every man on the force would simply make up his mind

that he is going to win one of those grips, we know he could do it. Take the experience of Mr. Cies in the contest for "Business Regularity" just ended, after he had been in the field about two weeks he began to feel bad, and at the end of the contest was just about able to drag himself around, nevertheless he managed to get business every day and a good business at that. While he was pushed pretty closely for the honor by both Mr. Beelman and Mr. A. E. Gerlach, he won out by the narrowest kind of margin and it was simply his enthusiasm and determination that kept him going.

While Mr. Cies is out of the contest now on, at least for the time being, he will soon get started again and we would not at all be surprised to see him win out even yet. He says he is going to make a good try.

Look at the work of Mr. Beelman and Mr. Gerlach during the recent contest. Each one started out with the determination of sending in business every day during the contest and they

succeeded regardless of all obstacles. While the conditions under which these two men are working are vastly different it is greatly to the credit of each that they made this marvelous record, that of going nine weeks without sending in a blank report. Isn't it really remarkable that three men could do this, especially so since in the early months of the year the elements are against a salesman.

Mr. Albert has already won a grip having reported a total for the first two weeks of approximately \$3100.00. Greenhalgh is in class "C" and has already won out under that heading, his total for the two weeks being around \$1800.00. In view of the nice start he has made he certainly should have no trouble in winning a class "A" grip.

Mr. K. H. Gerlach for the first two weeks work has a total of considerably over \$1500.00 and as all he needs is \$2700.00 to win a class "A" grip, he certainly is a sure winner, as a matter of fact, there never was any question about his winning out if he was in the field.

Mr. Beelman was called home on account of sickness which caused him to lose some few days, but at that his average is a little better than is necessary to win him a class "B" grip. Mr. Carter and Mr. Conkling are in class "C" and are keeping up a considerably better average than necessary. It would not surprise us to see either one of these men win a class "B" prize. Mr. Coleman unfortunately was out of the field the first full week of the contest, but he is now in the game and his reports for the first two days of the second week of the contest are most favorable. We have every confident of Mr. Coleman's winning out even with the loss of one full week.

Mr. A. E. Gerlach is some two or three hundred dollars ahead of the average necessary and he looks a sure winner. Mr. Henaghan had rather hard luck the first week, but at that, by taking his two weeks work so far in the contest he is not much short of the required average. This also applies to Mr. Huffert, and we expect that both these gentlemen will win out in their class. We are short one report for the first two weeks from Mr. McLaughlin, but he has almost reached the average necessary

to win him a class "B" grip. When we receive this last report we hope he will have the required total.

We are short one report from Mr. Meyer, but he is far ahead of the average necessary, in fact his average is practically double the amount necessary to win a class "B" grip, and is ahead of the necessary average to win out in class "A." It therefore looks as though Mr. Meyer is going to get out of his class.

We are three days short on Mr. Osmun's first two weeks, but at that he is practically \$400.00 ahead of the necessary average, and with three days to go on. Here is another man that is going to get out of his class unless he slumps.

Mr. Roberts is far ahead of the necessary average during the first week, in fact he is going better than a class "A" average right now, and we hope he can keep it up. Mr. Scott fell down the first week of the contest, but almost made it up the second, and he is now but a little behind the necessary average. Undoubtedly he can make this up and we are counting on his being a sure winner.

Mr. Ungerer is something over \$300.00 ahead of the necessary average for the first two weeks, and although he is rated in class "A" he looks like a sure winner. We have not re-

Original Paintings

The following originals have been sold since Painting List was issued—Cross them off the list.

Off Montauk Point. Tyler.
Smooth Sailing. Webber.
The First Lesson. Scalini.
Christmas Morning. Moreland.
Early Autumn, Holland. Gorter.
Autumn in the Tyrol. Lambert.
Freshly Gathered. Ream.
Gull Rocks. Seymour.
Rosalie. Vernon.
The Evening Song. Day.

Have you sold an original? If not get busy. Interest a prospect and we will do the rest.

ceived full reports from Mr. Woodman for the first two weeks, in fact have two full days to hear from, but at that his average is nearly up to the necessary mark for class "A" men. Woodman is another we feel is going to be a sure winner.

Of course, we have not had the time to go over the daily sales record as carefully as we would like to and there are some that are not mentioned that undoubtedly are more than keeping up the average. We are simply mentioning few of the men so that you can get an idea of how the contest is going.

If you have a poor start in the contest make a fresh start. You can easily win out yet. You must be enthusiastic or you cannot sell anything. Get enthusiastic over the contest. See what your fellow salesmen are doing, and then size up yourself and see if you are not just as good a man. You may not need a personal grip badly, but bear in mind that at the same time you are going to make extra commissions, and if you don't need the grip you can give it away and still be money ahead. However we venture the opinion that any man winning one

of the grips which we propose to give, will be very proud to carry it.

By the time this reaches you we will be starting the fourth week of the contest. Let us hit up a lively pace.

The corresponding weeks last year to those ending March 13th and 20th this year, were both good weeks and we are afraid that we will not show a big increase unless those of you who have been reporting just fair business and with no regularity, take a brace and get into the game as you should.

You must all pull together and take personal pride in helping your fellow salesmen and the G.-B. Co. maintain the splendid increase we have made. Don't figure that you are an exception and that there is a good excuse for your failure to produce! While you can't all be stars there is no excuse for not sending in a good business from every territory assigned.

It has been proven hundreds of times that failure to produce lies in the man not the territory! If you are not producing as you should, study yourself! The trouble lies there. There is no room on the G.-B. sales force for a non-producer.

WEEK ENDING, MARCH 6th.

While Mr. Albert only closed three orders during the week, one order which by the way will very likely be increased, amounts now to over \$2500.00 and the total of the three orders is \$2914.86. The subject that landed the large order for Mr. Albert was "A Helping Hand" put up in a special size card board. This is certainly a magnificent order and in conjunction with the other business secured by Mr. Albert easily wins for him a class "A" grip.

Greenhalgh stands No. 2 with a total of \$1556.25. Of course Mr. Greenhalgh was helped out materially by that splendid order calling for "Dutch Fishing Boats" which we referred to recently in the pages of the Review.

There is somewhat of a drop between Mr. Greenhalgh and Mr. Osmun who stands No. 3. Mr. Osmun has a total of five orders and reported business for four days. His orders aggregate \$838.25. This certainly gives Mr. Osmun a good start in the contest for the grips, particularly so since he has secured some

good orders during the following week. On Monday his two orders amounted to \$463.00; Tuesday one order amounted to \$258.25. One of the two orders that he secured on Monday was for plain business calendars amounting to \$400.00; the order he landed Tuesday calls for "Doris" in De Luxe style series 6. On Wednesday he had a small order amounting to less than \$50.00, and on Thursday a bank gave him an order amounting to \$80.00; Friday and Saturday were blank days.

Mr. Meyer stands No. 4 with a total just \$8.00 under that of Mr. Osmun's, his total business for the week amounting to \$830.45. He had nine orders and business for five days. Monday he was skunked; Tuesday one order amounted to \$56.50; Wednesday two orders \$530.50. One of these two orders was a bank order \$487.50, calling for a special half tone reproduction of their bank building mounted in De Luxe style size 7x11¼. Thursday his one order amounted to \$30.50; Friday two

orders \$137.65, one of these was a bank order amounting to \$110.65, the subject sold being "His Last Farewell" in series D20. Saturday three small orders amounted to \$75.30.

Mr. K. H. Gerlach stands No. 5 with a total of \$784.58, he reports 13 orders and business for five days. Monday one order amounting to \$109.70; Tuesday five orders \$220.25; Wednesday four orders aggregating \$232.70; Thursday one order \$126.30; Friday two orders \$95.63. On Tuesday and Wednesday he had a total of 9 orders amounting to over \$400.00 in all. Some of these orders were small and any of you in the field will know that it requires some tall hustling to close up nine orders in two days.

Mr. A. E. Gerlach follows with a total of \$740.48. He reports business every day as usual. On Monday he secured his best order which amounted to \$402.00. He sold a lot of the size 11x14 left over cardboards and 1000 "Alice" in series D6; Tuesday his single order amounted to \$110.00. This order was secured from a firm of insurance agents; Wednesday he closed one order amounting to \$64.00; Thursday he saved the day by securing an order for 1200 blotters; Friday another small order. Saturday's order amounted to \$34.13.

Mr. Ungerer stands No. 7 with a total of \$631.50. He had the hardest kind of luck during the week missing several customers with whom he figured on closing orders. His nice total was helped by the fact that he closed up one order Wednesday amounting to \$576.00. This was sold to a firm manufacturing medicines, and the order calls for an assortment of cardboards. This gives Mr. Ungerer a nice start for one of the grips and we are glad to note that his business for the following week will probably exceed by a fair margin that of week ending March 6th.

Mr. Roberts is the only new man to get among the first ten in the gross sales standing for the week. He reports a total of 7 orders and business for five days and his business for \$500.00. On Monday he was skunked; Tuesday his one order amounted to \$134.00. It was secured from a firm dealing in dry goods; Wednesday he had one small order; Thursday two orders amounting to \$134.00, the larger of which was secured from a carriage manufacturer. It amounted to \$97.50; Friday his single order was less than \$100.00 and Saturday's two orders amounted to \$157.00. If Mr. Roberts can keep up this gait he will have no trouble in getting out of his class and win-

ning a class "A" grip, and we certainly wish him success.

Mr. Woodman follows Mr. Roberts with a total of seven orders and business for four days. He lost out on both Monday and Tuesday; Wednesday one order amounts to approximately \$125.00; Thursday he had two orders both being small; Friday two orders amounting to \$227.38, the larger of which was from a bank and amounts to \$194.38; Saturday he closed up two more orders.

Mr. Thompson follows with a total of eleven orders and business for five days. The first three days were considerably better than the last three. Monday his two orders amounted close onto \$100.00; Tuesday four orders at something over \$100.00; Wednesday one order \$140.00; Thursday two fair orders and Friday two small orders; on Saturday he was skunked. The total of eleven orders for the week however, is not bad and gives Mr. Thompson a nice start in the contest.

The following men have all reported a satisfactory business, in fact an average that should land each one of those grips: Mr. Conkling has a total of 11 orders and business for four days; Mr. Carter has eight orders and business for four days; Mr. Moore reports six orders and business for three days; Mr. Beelman a total of seven orders and business five days; Mr. Parks twelve orders and business five days; Mr. Huffert eight orders, he having lost out two days and Mr. Barber with a total of seven orders and two blank days.

We want to point to the nice work that Mr. Conkling is doing. By the way he is a new man on the force having taken up the proposition just about three weeks ago. As a matter of fact, he has been out for us just about two weeks and has closed up about \$700.00 in straight orders, and has two or three conditional orders that look very good. However, we never pay any attention to conditional orders as usually they are not worth the paper written on. It is due Mr. Conkling to say that he has been working in towns largely in which Mr. T. R. Gerlach did a splendid business early in the year and the fact that he was able to follow along and pick up this nice business certainly speaks well for him. Furthermore it is a good demonstration of the fact, that because a good salesman has been over the territory, the idea that he has taken all the business out of the territory is a mistaken one. Unfortunately it is a mistaken idea that many a new man at the calendar game labors under, in fact we have one very strong illustration of

this style of salesman now before us.

We started a man out giving him a whole state, a state by the way which is considered a very good territory. He went into towns of good size and reported that they had been worked and that unless he can find some cities in which the conditions are different he cannot promise much. Isn't it ridiculous for a man to make such an assertion? While it is true that some of the big orders may have been taken, there is always any amount of good business to be secured in any good territory at this time of the year. By this we mean fair orders—orders running \$50.00 or better. A man who goes into a territory, and simply because he finds out that some good salesman has been over the territory and makes up his mind that all the business has been placed had better send in his grips at once, as he will never make a success of the calendar game.

There is hardly a salesman traveling at this time of the year, who has not experienced the sensation of knowing that some good man has been ahead of him.

The steady grind for orders is now on and the successful man will be the steady producer. To the new men on the force we would say: *Get some business every day and you will prove a success.*

Days' Business.

While the total volume of business reported for the week is most satisfactory, the percentage of increase being 100% over the corresponding week of last year, we are frank to say that the showing under "Day's Business" or "Business Regularity" is far from satisfactory. For instance there are only three men who had clean records, namely Mr. Fadely, Mr. A. E. Gerlach and Mr. McCully. There are however, nine men who succeeded in closing business on five days of the week, namely, Mr. Beelman, Mr. K. H. Gerlach, Mr. Thompson, Mr. Lott, Mr. Lindsley, Mr. McLaughlin, Mr. Meyer, Mr. Parks and Mr. Roberts.

The following succeeded in going through the week with but two blank days against them; Messrs. Barber, Betton, Carter, Conkling, F. A. Smith, Woodman, Osmun and Publow.

While we realize that there are a number of men that have made a very fair showing under this heading, there are any number on the force whose showing is far from satisfactory, and if they had done the work they should have done and could have done, our increase over the corresponding week of last year would have been nearer 200 than 100%. We want every man to make a special effort to get business every day. It means more commissions

STANDING OF G.-B. SALESMEN FOR WEEK ENDING, MARCH 6th, 1909

	Standing In Sales	Days Business	No. Orders
Albert	1	4	10
Atherholt	51	7	12
Barber	17	3	6
Barclay	18	5	9
Beelman	14	2	6
Betton	37	3	8
Bing	31	4	9
Blodgett	32	4	10
Brooks	43	6	11
Byron	28	4	8
Carter	12	3	5
Cies	53	7	13
Conkling	11	3	3
Coleman	53	7	13
Considine	53	7	13
Coulter	48	6	12
Ellis	34	4	10
Fadely	26	1	4
Fairhairn	49	5	12
Finley	23	5	11
Gerlach, A. E.	6	1	7
Gerlach, K. H.	5	2	1
Greenhalgh	2	5	11
Grossman	33	4	8
Heneghan	21	4	7
Huffert	16	3	5
Lambert	47	6	12
Lott	35	2	8
Lindsley	29	2	5
Marks	19	4	9
McCully	39	1	7
McDonald, H. B.	36	3	8
McDonald, W. A.	46	6	12
McFadden	44	5	10
McLaughlin	22	2	5
Meyer	4	2	4
Moore	13	4	7
Morton	42	6	12
Myers	30	6	10
Osmun	3	3	8
Parks	15	2	2
Publow	25	3	9
Reilly	40	4	10
Roberts	8	2	6
Rowe	20	4	9
Saxton	52	6	12
Scott	38	6	12
Shepard	45	5	11
Shimmin	27	6	9
Smith, F. A.	24	3	9
Smith, H. E.	41	4	10
Thompson	10	2	3
Ungerer	7	4	10
White	53	7	13
Whittier, J. G.	50	6	12
Woodman	9	3	6

for you and a larger business for the G.-B. Company. There is absolutely no question but that fully 75% of the men on the force could secure business practically every day if they would only make up their minds to do it. Try it during the balance of the contest now on and see how you come out.

Number of Orders.

Mr. K. H. Gerlach stands No. 1 under this heading with a total of 13 orders; Mr. Parks

follows with a total of 12; Mr. Thompson and Mr. Conkling tie for third with 11 orders each; Mr. Fadely and Mr. Meyer tie with a total of 9 each; and Messrs. Carter, Lindsley and McLaughlin tie with a total of 8 each; Messrs. Barber and Beelman have 7 orders each to their credit.

The showing under this heading is as poor as the showing under Day's Business, and there is certainly room for improvement. Let us see if we can't make a better showing.

SOME GOOD ORDERS

Following is a list of some of the good orders booked during the weeks ending Feb. 27th and March 6th.

To Mr. Albert falls the honor of having closed the largest order during this period. It calls for a special cardboard and amounts to approximately \$2700.00. We understand that the whole order is not in and the chances are that it will be substantially increased. A concern manufacturing brick placed an order with Mr. Albert for "An English Fishing Village" in series 7 roll with tubes, the order amounting to \$114.40. Another good order Mr. Albert secured was given him by a manufacturing company. It was a mixed order including some jumbo rolls subject "The Sentinel." They also bought a small lot of "Lincoln in '61" in series 4 roll, and "An English Fishing Village" in series D2, the entire order amounting to \$158.21.

A manufacturer of implements and wagons placed an order with Mr. Barber. Their selection was "Lincoln in '61," the order amounting to \$89.00. Mr. Barclay's best order of the week was from a bank. He sold them 1000 special mounts and 50 plain business calendars, the entire order amounting to \$126.00. Mr. Byron sold a real estate dealer a lot of special rolls 16x23½. This order amounts to \$82.40.

A live stock commission company placed an order with Mr. Cies amounting to \$125.40. He sold them Palm series mailing cards and envelopes.

Mr. A. E. Gerlach sold an insurance agency a nice order amounting to \$402.00. He closed out a lot of 11x14 left-over cardboards and 1000 of "Alice" in series D6. Another good order he secured during the week was a supplementary order from the concern referred

to above. This order amounts to \$110.00 and calls for mounts subject "In the Heart of the Rockies" series M31 and "A Helping Hand" in series M27. This makes the entire order of this concern so far amount to \$512.00. Undoubtedly Mr. Gerlach will secure the balance of their order, but as they buy for a number of different agents it is never placed all at once. Last year the entire order amounted to, in the neighborhood of \$1000.00 and Mr. Gerlach landed it. It should run larger this year.

The following are some of Mr. K. H. Gerlach's better orders. A coal dealer selected "Autumn in the Tyrol" in series D27, their order amounting to \$125.00. A milling company selected "In the Heart of the Rockies" in series 3 roll, and a lot of 8x14 cardboard left-overs, subjects "Contentment" and "On the Slope." The entire order amounts to \$117.30. Mr. Gerlach sold a retail tailor "Dutch Fishing Boats" in series D12, this order amounts to \$109.70. A coal company placed an order for a plain business calendar amounting to \$109.00. An insurance, real estate and loan company selected "The Sentinel" in jumbo roll form and "Doris" in series D18. Their order amounts to \$88.20. A bank placed an order for jumbo rolls, selecting "Raising the First American Flag" and "Springtime on the Old Farm" in series M6, their order amounting to \$80.00. A hardware company gave Mr. Gerlach an order for some left-overs in 12x20 roll, amounting to \$75.63.

Mr. Henaghan sold a bank "In the Marshes," and "The Sentinel" in series 7 roll, the order amounting to \$76.50. Mr. Lott landed a nice order from a lumber company. He sold them Fery series mailing cards, to the tune of \$540.00. Another good order of Mr. Lott's calls for "Hallowe'en" in series D25

with 1000 mock certificates of deposit. This order amounts to \$167.00.

Mr. Lindsley's best order of the week was taken from a hardware company. He sold them "Ready for the Day's Work" in series M9 and a small lot of jumbo mounts, subject "The Sentinel." The entire order amounts to \$128.25. Mr. Marks sold a lot of Palm series blotters, the order amounting to \$113.00.

Mr. E. E. Meyer had two nice orders. The better one was from a bank. It calls for 5000 7x11½ De Luxe with a special reproduction in half tone of bank building. The order amounts to \$487.50. Another bank selected "Raising the First American Flag" in jumbo roll and "His Last Farewell" in series D20. Their order figures \$110.65.

Mr. Moore sold a bank "The Sentinel" in jumbo roll and 500 of "A Little Mimic" in series D27, the order amounting to \$88.00. Mr. Myers sold a milling company "Rocky Fords" in series M9, the order figuring \$91.00.

Mr. Osmun landed a nice order for a plain business calendar. It is a two years contract and amounts to \$400.00. Another good order Mr. Osmun closed was from a bank. He sold them "Virginia" in series D6 with steel embossed ad., the order amounting to \$258.25. Still another bank order sent in by Mr. Osmun calls for "Raising the First American Flag" in series 22, and amounts to \$80.00.

Mr. Roberts had two good orders, one being from a dry goods dealer and calling for Palm series mailing cards. It amounts to \$134.00. He sold a carriage company "In the

Marshes" in series 7 roll. Their order amounts to \$97.50. Mr. Rosenfield sold a commission firm "The Call of the West" in series 42, the order amounting to \$122.50.

Mr. Rowe sold a druggist "Autumn in the Tyrol" in series M27. The order figured just \$100.00. Mr. Shepard's best order was secured with our splendid subject "Dutch Fishing Boats" in series M12 and D12, the order amounting to \$116.50. A dealer in crude oils placed an order with Mr. F. A. Smith for "Moonlight on the Old Canal" in series M7 and M22, at \$94.75. Mr. Thompson sold a bank "Raising the First American Flag" in series M7. Their order amounts to \$140.50. An order for cardboard calendars landed by Mr. Ungerer amounts to \$576.00. The subjects selected are as follows: "Of Gentle Birth," "Afternoon in the Park," "Raising the First American Flag," "A Hampshire Cottage," "Mrs. Murray's Strategy" and "In the Marshes."

Mr. Woodman had four nice orders. A laundry selected subjects "Autumn in the Tyrol" and "Beech Forests, Springtime" in series M27 and their order amounts to \$213.00. He sold a bank \$194.38 worth of "A Gray Day, Holland" in series D7. A jewelry company selected "Isabel" in series D16. Their order amounts to \$105.00. An insurance company placed an order for small sized cardboard calendars amounting to \$122.50, the subjects were two of the Fery in series 32 cardboard "Snipe Shooting" and "On Guard," and one of the Palm subjects "The Motor Girl."

A WELL SATISFIED CUSTOMER

A customer of Mr. Scott's located in St. Paul is very much pleased with the results obtained by the distribution of "Lucile" which we sold them last year. They handed Mr. Scott a copy of a letter that they sent out with each calendar also a few replies that they had received. They have several hundred other letters and the few they handed us are simply given as specimens of the appreciation of the calendar, expressed by many of their customers. We believe we published once before a copy of the letter that these people sent out, but it is very clever, in our estimation, and it will do no harm to publish it again. The following is a copy also a copy of some of the acknowledgments they received:

"We are sending you by mail, "LUCILE." Owen Meredith says of this young lady:
"Sir an uncommon beauty! . . I rather should say,

An uncommon character. Truly, each day
One meets women whose beauty is equal to hers.
But none with the charm of Lucile de Nevers."
All of which we strongly endorse.

This particular "LUCILE" is a creation of the Gerlach-Barklow Co., Joliet, Ill.

While we do not claim any extraordinary powers for "LUCILE" as a mathematician, she will at a glance give you the exact date of any day for the next twelve months, also other valuable information.

May we request you to give "LUCILE" a prominent position in your office where we trust her charming face will constantly remind you of — and their products."

The Purchasing Agent of the Duluth & Iron Range R. R. Co., says:

"'LUCILE' has arrived and the least I can say, is that 'A thing of beauty is a joy forever.' We

will give her a prominent position in our office."

A large firm of Chicago contractors write as follows:

"Your "LUCILE" calendar received. I think your artistic taste in selecting this was very good, and thank you for the copy received."

A concern manufacturing dynamos and motors in Ohio say:

"We acknowledge arrival of "LUCILE" and quite agree with you that this is a very attractive reminder for your customers."

A St. Paul lumber company write as follows:

"I beg to acknowledge with many thanks your kindness in favoring me with your very handsome calendar."

A Duluth contractor says:

"I beg to acknowledge receipt of your letter of of the 2nd inst. and your calendar. Thanking you very much for the calendar, I am,"

A plumbing and heating concern in Appleton, Wis., write as follows:

"We wish to acknowledge the receipt of your beautiful calendar "LUCILE" and to thank you for the same."

A Minneapolis architect writes as follows:

"This is to acknowledge your favor of the second sending "LUCILE." I have placed her on the wall alongside of "THE FIRST AMERICAN CITIZEN." I trust they will have an agreeable time during the next 12 months.

Thanking you for the compliment I am,"

A Massachusetts Fan Co. writes as follows:

"Your letter of the 2nd inst. with the lady "LUCILE" is at hand. You certainly have a very handsome piece of work here, and it certainly ought to bring you a great deal of business. We congratulate you upon your efforts."

The Pur. Agt. of the Northern Pacific R. R. has the following to say:

"I thank you for your letter of the 2nd inst. also for the very pretty calendar which was received in good order."

A Minneapolis concern writes as follows:

"We are requesting you by this mail to send us another "LUCILE," as Sirs your lady proved to be an uncommon Beauty and one so very much admired by one of her sex that she coveted "LUCILE." We find it missing from the prominent space on our walls, and we will assure you that if you will favor us with another, that her glances will not permit us to allow anyone to touch her, and that her charming face will constantly remind us of her parents the G.-B. Co."

A contractor in Sioux City, Iowa, expresses himself in this way.

"Kindly accept my sincere thanks for the calendar which was received this morning.

I put it in a conspicuous place by my desk, where it looks very pretty."

The Minnesota State Reformatory say:

"A day or two ago we received a very beautiful calendar for the year 1909. The subject is M3091 "LUCILE" photo.

I write to express our appreciation of this advertising novelty, and to make the request that another be sent for which I shall be very grateful.

I enclose 8c in stamps to cover the cost of mailing."

The chief engineer of a city railway line writes as follows:

"If you have one of your "LUCILE" calendars, writer would be very much obliged for it and will guarantee that it will be put where it will be seen and appreciated.

Thanking you in advance for the same, I remain,"

NEWS FROM THE FIELD

Marks Lands Good Order After Hard Struggle.

Mr. Marks sent in a nice order amounting to \$159.00 calling for "A June Rose" in series D4. The order was landed in fierce competition, and is not only a decided victory for the G.-B. line but for Mr. Marks as well. We happen to know the conditions in connection with this order, and when Mr. Marks first called upon these people there was a movement on foot by the banks to discontinue calendars. Mr. Marks first talked calendars to the cashier, and finding that this movement was on foot, finally got five of the seven directors together and gave them a talk on calendar advertising and how they could make them pay. At last got them to make a selection which was "A June Rose," but even then they would not place the order, saying that they were under negotiations with other banks not to buy calendars, and could not do anything at the time.

These people, by the way, had been buying calendars from one of the older companies, and would not buy without in any event looking over that line. After Mr. Marks had left the town we received a letter from this bank, requesting that we send a sample of the subject they had selected to submit

at their board meeting. We promptly notified Mr. Marks who made a trip back to see them and landed the business.

His letter follows:

"Enclosed please find order of the ——— Nat'l Bank, which I wired you I closed this evening. This has been a day of prolonged suspense to me, and there have been times when things looked almost up and ended.

I arrived in ——— Sunday night and at 9:00 this morning walked into the bank, but I had gotten myself posted before hand as to the conditions.

The Board met at 9:30 and in half an hour I was pretty busy making friends and renewing acquaintances with the members of the Board. They wanted, and tried to put me off until some later date with the excuse of having too much to do and attend to, but with persistency and good hard pleading I got them to take up my case this afternoon. After a session at the hotel sample room and then another session back at the bank, and then one again for an hour and a half this evening at the bank, I finally won out with "A June Rose" D402.

One of our competitor's men has been to see them twice and they had three samples of his best stuff, which they were rather disposed to like. This order will keep now alright and I know where it is.

Was so near Burlington I decided to run in and see what I could do with the J.—B.—Co. Will

be back on my route to work just as it was laid out by Wednesday noon, as I am going to drop off in two towns and see if I can land a couple of orders which I could not get earlier in the season.

W. JAY MARKS."

CIES AT WORK AGAIN.

We previously mentioned in the Review that Mr. Cies has been feeling far from well of late, in fact during the last few weeks of the contest it was an awful effort for him to stay in the field and keep his record clear, but you all know how well he succeeded, winning the prize under heading "Business Regularity." On the day the contest ended Mr. Cies collapsed and had to go home and we received word that the doctor had informed him that he was threatened with typhoid fever and would have to be very careful.

We have been worried very much over Mr. Cies' condition but are glad to say that he is improving. He wrote a nice order on the 12th, and has a few words to say about the order in the following letter. While he is still working in his home town, undoubtedly he will be able to get into the field in the near future and do some of his old stunts.

Every man in the field runs across the fellow who either says he is "not going to buy calendars this year, but if he does will give you the order on your next trip," or that he "never buys early." The first year you are over the territory the chances are that you cannot press the prospect too hard not knowing him and when you call back later in the year you often find to your sorrow that he has placed an order with someone else. Mr. Cies tells how to handle that fellow the second year and he certainly brings out a clever point which when properly used should land the business. His letter follows:

"I am sorry I have not felt like contributing more to the Review. My heart is with you if I have not been able to spill my ink your way. I have enjoyed very much the excellent contributions from the rest of the boys.

In selling a lumber company today I had a little experience which I thought might be valuable to others.

They are old O. customers. I called on them last year. The buyer said "We will not buy calendars this year." When I got back they had placed their order. When I called today and found the buyer in, he told me they had decided not to buy calendars. I looked him square in the face and said, "That's just what you told me last year. I took you at your word and someone else came in and sold you, now I want you to let me have the order this year, and give them what I got last year." That got me a hearing, but when I got him interested he said, "Well you live here and I don't want to order so early—come up in the Summer or Fall and I will give you the business. I said "I would like the best in the world to do that, but I would not be treating you fair." He said "Why not?" I said, "Because you have found two or three subjects in my line that you have a strong preference for and if you could not get them you would probably not want to buy any of the others. Now I believe you would prefer most anything in my line to the goods that will be shown you by other houses, but as you will not have them here to compare, if I let you off

now it will result in your getting an inferior calendar and me losing the business. I have to work the town now and as I place from fifteen to twenty accounts in this town every year, you know many of these choice subjects will be gone. You see, I owe it to you and to myself to close the order now." That was "the lick that killed father." He signed the blue sheet and then decided that he might change to a better calendar later in the year, I tried to get him to do that now, but he would not.

The point I want to emphasize is this. The man who is covering territory the second time can drive a wedge into many an order where the P. P. says "I have about decided not to buy," "I won't buy till August," or "We never place our order till after the first of June," etc. By just looking them square in the face and saying "You told me that last year and I let you off real easy, and came back to find that some other fellow who had more nerve than I had was going to have some more commission to his credit." If you are a judge of your man that can usually be said in a way that will bring out the humor in his nature and result in a hearing. So far I have never failed in shaping this up so as to give my man a little laugh at my expense and at the same time get his sympathy. And when I tell a man, "I came to get what you gave the other fellow last year, and want to leave him what I got," it usually helps some.

H. W. CIES."

DAINTY DE LUXE SAVES THE WEEK FOR MOORE.

Mr. Moore did not have as good a week as he usually reports owing to a chain of circumstances, but the De Luxe line helped him out and he says that he is still after one of those grips, and is going to plug every minute from now until the end of the contest. This is the right spirit and we are sure that Mr. Moore will win out. We certainly wish him the best of luck.

His letter follows:

"Enclosed find report for Saturday with two orders for \$154.75.

I only booked a fair business this week, and at this rate I can't hope to capture one of those grips but I am going to plug every minute from now on to win and if I don't get one I will make some nice commissions.

I found myself in a rut Wednesday, Thursday and Friday of last week which was mighty hard to get out of, but our dandy little De Luxe line put me on my feet again and am going to do my very best to stay in the running, at least you will know that I am still on the force.

MOORE."

"AN ENGLISH FISHING VILLAGE" LANDS A PLUM FOR SCOTT.

Mr. Scott sent in a splendid order amounting to \$324.00 calling for "An English Fishing Village" in large size roll. He feels pretty good over this order, and why shouldn't he? It pays him a nice commission and is a splendid victory for the G.-B. line. When a competitor takes away a nice order or lands a nice order, Scott is inclined to get "down in the mouth" once in a while, to use his own expression. This is also true of practically every man on the force. Naturally a salesman hates to see a competitor land an order in competition, but bless your hearts, is it reasonable to suppose

that the G.-B. can land all orders? We have a splendid line, a line second to none in the country, and we will have a better one next year, but our competitors are going to keep on doing business just the same and all the G.-B. Company can expect to get is a little more than an equal share.

Mr. Scott's letter follows:

"Am sending in an order today for 1000 "An English Fishing Village" and tubes \$324.00. These people buy 2000 the best they can get. Have bought Russells subjects in past for Western trade. Last year O. Co. and B. & B. each got half. I was too late, I know "Alice" would have won last year because it was strong this year with my customer, but he recognized it as having been used this year by someone in a competitive line. This year they looked at but three lines, O. Co., B. & B. and G.-B. Co. They bought 1000 "Mount Moran" by Thos. Moran from one of our competitors for their Western trade, and 1000 "An English Fishing Village" by Thos. Moran of the G.-B. Co. for discriminating Eastern trade.

What I am trying to get at is just this, one of our competitors knocked us all out at the — Bank, but here we get right back at them. A salesman should not get down in the mouth, like I do once in a while. The line is bound to win oftener than not, and there is a good living in it for any salesman who will work consistently and persistently.

JAS. T. SCOTT."

PARKS OUT TO WIN GRIP, BUT SAYS HE IS RATED HIGH.

Mr. Parks is modest and in a letter recently received from him he thinks we ought to put him in class "C." We however, are very confident that he can win out in class "B," and right here we want to add that Mr. Parks is one of the steady performers on the force. While it is true the business he has been sending in has not been very heavy nevertheless he has sent some in practically every day and we know that he eventually will work up a most satisfactory business in his territory. His letter follows:

"Your letter of Feb. 25th received. I will do my best to get one of those bags, but you have me rated too high, I should be in class "C," in view of the fact that my territory is new and badly scattered. I am 80 miles from any other town at present, and this town which is the largest in the state only bought three orders of art calendars last year.

I will try and sell more goods here than the other three art firms, and will go after orders in every town on account of their hammer throwing. You can count on business from me if there is any to be had, but these Southern people are slow and about eight talks per day take 12 hours, and if I don't visit I don't get business.

Yours truly,

W. G. PARKS."

BEELMAN CRACKS A HARD NUT.

An order that Mr. Beelman landed with our splendid De Luxe line amounting to \$163.00 received the other day, is certainly strong evidence of Mr. Beelman's ability as a salesman. It furthermore shows that if a salesman understands the calendar proposition thoroughly, he can land many an order that he could not otherwise secure. We all know that Mr. Beelman is a salesman as he has proven

this conclusively, but then there are a lot of salesmen who could not convince a bunch of retired farmers, which made up the directory of this bank that calendars would pay them. We understand that all of the leading companies have been advertising these people for years, but never succeeded in selling them, and this order is certainly a feather in Mr. Beelman's cap. We congratulate him most heartily. His letter follows:

"I actually secured the enclosed bank order without any competition, as the other salesmen had given them up, and even stopped sending advertising matter to them. I suppose they will all be after them hot foot next year.

The cashier told me this morning that he was the only one of the directors who favored calendars, and that he had gotten tired of advocating them. The directors were to hold a meeting that afternoon and he offered to introduce me to them so I was on hand with my samples. After the introduction he sneaked and left me to paddle the canoe all alone. You should have seen the bunch of retired farmers with their buffalo coats, whiskers, etc. I don't believe that any of them knew the difference between a fine art calendar and a patent medicine almanac when I began my speech (the first I ever made), but when I had finished they must have learned a lot about art and the advantage of putting out a beautiful art calendar for they got their heads together and gave me an order for 1000 De Luxe mounts.

C. F. BEELMAN."

CIES WRITES ABOUT HIS PRIZE PICTURE.

We have not heard from any of the prize winners as yet, that is to say none of them have stated their selection of the Palm Beauties except Mr. Cies and Mr. Coleman who has first choice and who speaks for "Marion." In the letter received from Mr. Cies we judge that he is very much in love with one of these beauties but we are not mentioning the subject for the reason that it might embarrass some of the others who have not as yet made their selection and who have a choice ahead of Mr. Cies.

If those of you who were lucky enough to win one of these originals have not as yet expressed your choice, we would respectfully request that you do so at once, so that it will not be necessary to keep those waiting who have made a selection. Of course we can ship Mr. Coleman's choice immediately but the others we will have to hold up until we hear from Mr. Shimmin and Roberts. Mr. McDonald having fifth choice, of course, will have to take the one that is left, after the others have made their selections.

We might state that Mr. Cies' first, second and third choice are all for the same one, that is he jokingly puts it in this way. He however has made a second and third choice and we feel quite sure that Mrs. Cies will be very much pleased with any one of these originals, as they are all very dainty in our estimation.

Mr. Cies' letter follows:

"As you doubtless know by this time I have been at home all week trying to ward off what seemed to be the beginning of an attack of typhoid fever.

Your letter of the 6th inst. has done me more

good than all the medicine I have taken for the past six weeks, and I can hardly resist the temptation to take my samples and hit the high places for one of those swell bags, but my physician tells me I must not go out for another week at least if I want to stay.

To think that I have won one of those prizes. I can hardly realize it yet, for I had not the faintest hope of it and only stayed out and worked hoping to make as good a showing as possible and finally get on my feet without missing a day, but it seemed that when I wrote that little blotter order a week ago Saturday that I went all to pieces and was a nervous wreck. I stayed out Sunday and Monday hoping to feel better, but gave up and came home last Tuesday and the doctor tells me that it was a good thing I did.

Congratulate Messrs. Coleman, Shimmin, H. A. Roberts and H. B. McDonald for me on their splendid success.

I too would have spoken for one of those grips if I had not had to quit the field. As fortune seems to smile on me I believe that I will start out a week from today and try for one anyhow, like as not I'll win.

By the way I almost forgot to give you my choice of the paintings.

My first choice is ———, my second choice is the same, my third choice is the same, but if some of the others should happen to pick her, I will take ——— second and ——— third. I do hope that they will leave my first choice for me though.

Mrs. Cies' birthday is March 29th. I told her when I came home from the convention that I was going to make her a birthday present of one of those paintings. She would have been greatly disappointed had I failed, and if any of the other boy's wives will feel as I know she would have, I could almost wish they had won. In fact I wish you had two more paintings and could send Beelman and Gerlach one for I think they deserve it.

Thanking you for the nice picture and assuring you of my best wishes and earnest desire to work for the G.-B. Co., I beg to remain,

H. W. CIES."

SHIMMIN AGREEABLY SURPRISED.

As soon as we could close the last contest we notified the winners and while we have not heard from all of them Mr. Cies and Mr. Shimmin has written.

Mr. Shimmin emphasizes a point that we tried to bring forcibly to your attention in the pages of the Review some few weeks ago. At the start of the contest Mr. Shimmin hoped to win the gross sales prize and did not lose hope to win the gross sales the splendid business that Mr. Coleman was sending

in that he could hardly expect to win out. Nevertheless it is evident from Mr. Shimmin's letter that he closed more business and made a greater effort to close business during the period of the contest than he would have usually made.

A successful salesman must set a mark for himself, he must strive to do better. Look in the standing of salesman under gross sales and pick out a man who is always just ahead of you. Beat him. When you succeed in passing this man, pick out another and do not be satisfied until you are close to the top. Without ambition you'll never succeed.

The contest for grips is now on, and we would like to see every man get out of his class, that is we would like to see every man in class "B" and "C" get out of his class. We have set the figures low, but at that a man has got to send in a fair business to win out, and you cannot do this unless you make up your mind to get so much every week. Strain every muscle to accomplish this end. Even if you do not quite reach your mark you will have made enough in extra commission to more than repay you.

Mr. Shimmin's letter follows:

"I started out to win the Gross Sales prize, but when Coleman continued to roll in the orders in large bunches week after week, and I was unable to pry loose several big deals I had counted among the early business, I gave up hope, consequently the Weekly Review gave me an agreeably surprise today.

I certainly shall treasure the painting I get as it will serve to remind me gratefully of Coleman, Roberts, Lindsley, Woodman and Cies who boosted my commissions by making me go so high to stand even second.

SHIMMIN."

SERIES 34 ENVELOPE CALENDARS

We are enclosing with this copy of the Review a package containing the six subjects in envelope sized calendars. We consider this one of the strongest series that has ever been shown and you certainly ought to be able to do a large business with them. *Push them for all they are worth.* They are splendid value, and should find a ready sale with the advertiser who has a large list, who wishes to advertise at a minimum cost.

